RJ Reynolds
Tobacco Company

c/m: 3-27-97

S.R. MacLeod
Region Operations Manager
Buffalo #1600

March 27, 1997

TO: KAM's, AM's & DM's

RE: ***ADJUSTABLE POLE DISPLAY***

Ladies & Gentlemen:

The attached details *specific* placement objectives, strategies and tactics as they relate to our Adjustable Pole Display. Prior to proceeding forward with the implementation of these displays, the following is needed:

KAMs/AMs: must prioritize retail chains to ensure ***maximum*** impact at Retail. Implementation must be planned over the next seven to eight month time frame as follows:

1. ***Region chains where there previously was a PM Exclusive agreement.***
2. ***Region chains where there previously was a RJR Lockout agreement.***
3. ***Regional priority chains with RJR contracts.***

DM's:

1. ***SR's prioritize retail calls to be targeted.***
2. ***DM's submit to ROU the number of APD's - by assignment.***

NEXT STEPS.....

KAM's/AM's:

- ***Complete the attached spreadsheet following the above mentioned prioritization guidelines.***
- ***RSM will review spreadsheet, once approved, please follow guidelines specified in FSC55-B for proper ordering procedures.***
- ***Note that displays will not be available for ordering until April 28, 1997.***

Special note to KAM's/AM's - *once your chain priority has been approved, please follow ordering procedures noted for chain calls with more than 35 stores. Chains containing less than 35 stores follow same procedures as independents.*

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DM's:

- ***Submit to Darren DeRose number of APD displays - by assignment.***
- ***DM's responsible to evaluate prioritization of SR's independent calls.***
- ***Once APD's are available, please ensure SR's follow order guidelines referenced in FSC55-B.***

Note:

* *Our plan is to complete expansion of APD during 1998.*
* *Our goal for 1997 remains to have 68% of contracted Package Outlets with 2 Full Price display platforms and 1 Doral display.*

Should you have any questions, please contact me.

Sincerely,

Stephen MacLeod

S.R. MacLeod
ROM/#1610
:etb

cc: W.J. Roth
F.V. Natale
D.A. DeRose

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CHAIN PRIORITY FOR APD

Chain Name CID #	No. of Stores	APD Configuration	Priority Ranking	Implementation Time Frame

Notes:

- *APD configurations: APD, APD2, APD3, or APD4*
- *Priority Ranking - refer to cover letter; simply place 1,2, or 3, based upon priority*

IMPORTANT **- no orders should be placed until the above has been approved by RSM.**

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